Technology vs First Amendment Rights

- First Amendment rights put under microscope
- States add weight to legislative lobbying causes
- Group W Cable unveils new plan of attack
- TCI programming package gets skeptical greetings

# CableVision

The news and features weekly of the cable television industry

May 31, 1982

C8920-2

5/27/82

Ralph Baruch, left
Carolyn Chambers, below

CVFL2001 ACENA52 05/30/82(1)
CONGRESSIONAL INFO SERVICE
4520 EAST-WEST HIGHWAY
WASHINGTON DC 20014

Kay Koplovitz, above
John Sie, right

## Cable '82: Camera-eye view

Satellite news team: Behind the scenes

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Member of the Audit Bureau of Circulation.

## Positive impression

Speaking before the National Academy of TV Arts and Sciences, Turner Broadcasting chairman Ted Turner gave a rosy outlook on CNN and refused to concede that Reese Schonfeld's resignation as CNN's president was in any way a negative sign. **Leading the week, pages 13-23.**

## Closer to cable

Residents in Chicago, Los Angeles, Philadelphia, Denver and Pinellas County, Fla., are a little bit closer to getting cable service.
**Leading the week, pages 13-23.**

## ABCs of business

Veiled references to new services and interests in emerging telecommunications technologies and a relatively quick rundown of the past year's performance and investments left no one surprised at a quiet ABC annual stockholders' meeting.
**Leading the week, pages 13-23.**

## Amending applications

The First Amendment Congress, composed of broadcast, newspaper and professional journalism organizations, met last week and delved into new media—cable, videotex/teletext and DBS—to look at First Amendment rights as applied to these areas. **Leading the week, pages 13-23.**

## 'Othello' awaits

CBS Inc. came up a winner when it gambled on *Othello*. However, the play closed this week without a decision from CBS when or where its options will be exercised next.
**Leading the week, pages 13-23.**

## Legendary revival

The historic Apollo Theater will be the launching pad for a new advertiser-supported cable entertainment service. A lot of the details are up in the air, but $5.6 million in renovation work will begin this summer. **Page 25.**

## Showtime spree

Showtime's opinion of made-for-pay movies has been modified recently. Mike Weinblatt now has plans to capitalize on the double potential behind that entertainment process.
**Page 26.**

## 'Star Wars' invasion

20th Century-Fox, Showtime and The Movie Channel have announced plans to air the block-busting film on cable. However, that has proved to be just the tip of the financial iceberg. **Page 32.**

## Bureaucratic gamble

The House Energy and Commerce Committee is slated to consider H.R. 5008. That bill would establish a licensing lottery system. Concern is beginning to surface on what all that means. **Page 187.**

## About the cover

*CableVision*'s photo editor Rob Stuehrk captured the highlights of the NCTA awards banquet when Ralph Baruch won the Larry Boggs Award, Kay Koplovitz won the Jerry Greene Memorial Award, Carolyn Chambers won the Idell Kaitz Award and John Sie won the Robert Beisswenger Memorial Award.

## This week in *CableVision Plus*

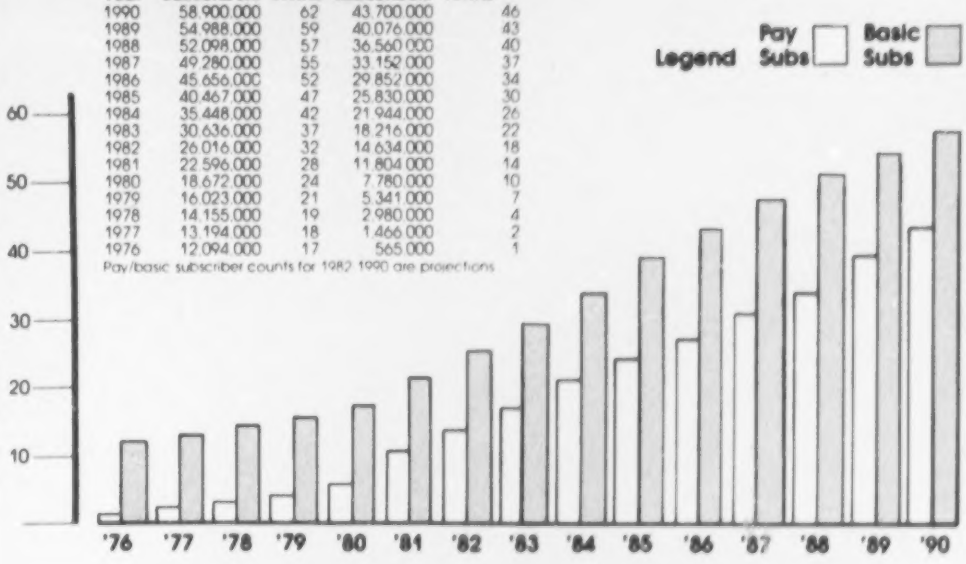
The countdown is on in Connecticut as the Satellite News Channels team gears up for its June 21 launch. The child of corporate partners Group W Satellite Communications and ABC Video Enterprises, the 24-hour news service has attracted the industry's best and brightest. The impressive Stamford, Conn. facility was renovated to accommodate a vast array of equipment and human resources. The operations theme continues with a look at a state-of-the-art system in the heart of Texas—Sammons Communications of Fort Worth. The razzle-dazzle package that won Fort Worth includes two-way interactive capability and a central switching center connected to five hub sites by microwave. **Pages 95-118.**

# Cable stats

## Pay/basic cable growth

| Year | Basic Subscribers | % of TVHHs | Pay Subscribers | % of TVHHs |
|---|---|---|---|---|
| 1990 | 58,900,000 | 62 | 43,700,000 | 46 |
| 1989 | 54,988,000 | 59 | 40,076,000 | 43 |
| 1988 | 52,098,000 | 57 | 36,560,000 | 40 |
| 1987 | 49,280,000 | 55 | 33,152,000 | 37 |
| 1986 | 45,656,000 | 52 | 29,852,000 | 34 |
| 1985 | 40,467,000 | 47 | 25,830,000 | 30 |
| 1984 | 35,448,000 | 42 | 21,944,000 | 26 |
| 1983 | 30,636,000 | 37 | 18,216,000 | 22 |
| 1982 | 26,016,000 | 32 | 14,634,000 | 18 |
| 1981 | 22,596,000 | 28 | 11,804,000 | 14 |
| 1980 | 18,672,000 | 24 | 7,780,000 | 10 |
| 1979 | 16,023,000 | 21 | 5,341,000 | 7 |
| 1978 | 14,155,000 | 19 | 2,980,000 | 4 |
| 1977 | 13,194,000 | 18 | 1,466,000 | 2 |
| 1976 | 12,094,000 | 17 | 565,000 | 1 |

Pay/basic subscriber counts for 1982-1990 are projections




### Cable barometer

Television households (TVHH) ... 80,700,000

Homes passed by cable (HP) 42,000,976

Percent of TVHH passed by cable .... 52.05%

Basic cable subscribers 22,821,167

Percent of TVHH with basic cable . 28.28%

Percent of HP with basic cable . 54.34%

Pay cable subscribers 12,051,461

Percent of TVHH with pay cable .. 14.93%

Percent of HP with pay cable .. 28.69%

Percent of basic subs with pay cable 52.81%

## Franchising in the top 50 markets

| Rank | Market | Status of Core City |
|---|---|---|
| 1. | New York | Manhattan-OP/four unwired boroughs—FP |
| 2. | Los Angeles | City is divided into 14 areas (A-N). Eleven-FG Three-FP |
| 3. | Chicago | BP |
| 4. | Philadelphia | City divided into N,S,E,W. S-OP. Other three-FP |
| 5. | San Francisco | OP (System to be upgraded) |
| 6. | Boston | FG |
| 7. | Detroit | BP |
| 8. | Washington, D.C. | LNA |
| 9. | Cleveland | BP |
| 10. | Dallas/Ft. Worth | Two systems-OP |
| 11. | Pittsburgh | OP |
| 12. | Houston | OP |
| 13. | Minneapolis/St. Paul | FG (reissued)/FP |
| 14. | St. Louis | BP |
| 15. | Seattle/Tacoma | Seattle is divided into four parts (2OP/1FG/1BP)/Tacoma-OP |
| 16. | Atlanta | OP |
| 17. | Miami | FG |
| 18. | Tampa/St. Petersburg | FP/OP |
| 19. | Baltimore | BP |
| 20. | Denver | FG |
| 21. | Indianapolis | FG (to be turned on shortly) |
| 22. | Sacramento/Stockton | BP/OP |
| 23. | San Diego | OP |
| 24. | Portland | City is divided into 3 parts (2-OP/1-FC) |
| 25. | Kansas City | OP |
| 26. | Hartford/New Haven | Two systems-OP |
| 27. | Cincinnati | OP |
| 28. | Milwaukee | FP |
| 29. | Buffalo | OP |
| 30. | Nashville | OP |
| 31. | Phoenix | OP |
| 32. | Columbus | Four systems-OP |
| 33. | Providence/New England | LNA/OP |
| 34. | Memphis | OP |
| 35. | Charlotte | OP |
| 36. | New Orleans | FG |
| 37. | Greenville/Spartansburg/ Asheville | Three systems-OP |
| 38. | Grand Rapids/Battle Creek/Kalamazoo | Three systems-OP |
| 39. | Oklahoma City | OP |
| 40. | Orlando/Daytona Beach | Two systems-OP |
| 41. | Raleigh/Durham | Two systems-OP |
| 42. | Louisville | Two systems-OP |
| 43. | Charleston/Huntington | Two systems-OP |
| 44. | Birmingham | OP |
| 45. | Salt Lake City | OP |
| 46. | Harrisburg/York/ Lancaster/Lebanon | Four systems-OP |
| 47. | Norfolk/Newport News/ New Hampton/Portsmouth | Four systems-OP |
| 48. | Wilkes-Barre/Scranton | Two systems-OP |
| 49. | Albany/Schenectady/Troy | Three systems-OP |
| 50. | Dayton | OP |

Based on chart from the NCTA report on cable franchising, using Arbitron's designated market areas.

**Legend:**
OP-operational
FG-franchise granted
FP-franchise pending
BP-beginning process
LNA-little or no action

# Regional focus

| New England States | Number of systems | Basic subs* | Homes passed* | % of homes passed | Pay* subs | % of basic subs |
|---|---|---|---|---|---|---|
| Connecticut | 21 | 476,695 | 758,556 | 63.2 | 248,982 | 52.2 |
| Maine | 35 | 125,174 | 198,456 | 63.1 | 551,087 | 40.8 |
| Massachusetts | 57 | 429,500 | 864,727 | 49.7 | 204,547 | 47.6 |
| New Hampshire | 26 | 159,392 | 296,124 | 53.8 | 50,358 | 31.6 |
| Rhode Island | 6 | 6,952 | 9,199 | 75.6 | 5,459 | 79.8 |
| Vermont | 46 | 79,388 | 97,938 | 81.1 | 20,206 | 25.5 |
| **Middle Atlantic** | | | | | | |
| New York | 204 | 1,780,977 | 3,113,716 | 51.2 | 847,618 | 47.6 |
| New Jersey | 62 | 918,826 | 1,924,178 | 47.8 | 589,029 | 64.1 |
| Pennsylvania | 311 | 1,754,279 | 2,787,093 | 63.1 | 618,931 | 35.3 |
| **South Atlantic** | | | | | | |
| Delaware | 9 | 109,168 | 186,731 | 58.5 | 49,469 | 45.3 |
| Maryland | 36 | 143,421 | 212,389 | 67.5 | 51,775 | 36.1 |
| West Virginia | 146 | 304,614 | 502,903 | 60.6 | 84,571 | 27.8 |
| Virginia | 84 | 495,096 | 853,455 | 58.0 | 289,914 | 58.6 |
| South Carolina | 50 | 273,850 | 538,341 | 50.9 | 121,967 | 44.6 |
| North Carolina | 89 | 484,682 | 852,835 | 56.8 | 233,597 | 48.2 |
| Georgia | 126 | 579,696 | 1,106,236 | 52.4 | 304,159 | 52.5 |
| Florida | 159 | 1,402,297 | 2,587,004 | 54.2 | 682,882 | 48.7 |
| **Great Lakes** | | | | | | |
| Illinois | 128 | 665,137 | 1,303,487 | 51.0 | 353,078 | 53.1 |
| Indiana | 97 | 513,386 | 940,182 | 54.6 | 261,709 | 51.0 |
| Michigan | 108 | 733,485 | 1,241,447 | 59.1 | 371,049 | 50.6 |
| Ohio | 182 | 1,237,283 | 2,597,517 | 47.6 | 565,840 | 45.7 |
| Wisconsin | 107 | 325,847 | 666,744 | 48.9 | 154,791 | 47.5 |
| **South** | | | | | | |
| Alabama | 105 | 449,637 | 717,213 | 62.7 | 164,639 | 36.6 |
| Arkansas | 95 | 236,632 | 365,708 | 64.7 | 77,068 | 32.6 |
| Kentucky | 135 | 308,262 | 593,825 | 51.9 | 152,331 | 49.4 |
| Louisiana | 65 | 400,368 | 660,147 | 60.6 | 162,874 | 40.7 |
| Mississippi | 83 | 324,953 | 433,891 | 74.9 | 98,522 | 30.3 |
| Tennessee | 72 | 347,646 | 628,170 | 55.3 | 173,002 | 49.8 |
| **North Central** | | | | | | |
| North Dakota | 37 | 69,945 | 121,916 | 57.4 | 30,494 | 43.6 |
| South Dakota | 18 | 73,409 | 116,911 | 62.8 | 27,315 | 37.2 |
| Minnesota | 129 | 267,223 | 450,447 | 59.3 | 95,060 | 35.6 |
| Nebraska | 57 | 143,655 | 252,989 | 36.8 | 65,248 | 45.4 |
| Iowa | 83 | 287,185 | 548,146 | 52.4 | 163,090 | 56.8 |
| Kansas | 120 | 338,917 | 529,608 | 64.0 | 162,157 | 47.8 |
| Missouri | 87 | 254,947 | 466,929 | 54.6 | 138,101 | 54.2 |
| Oklahoma | 118 | 457,150 | 786,784 | 58.1 | 248,999 | 54.5 |
| **Mountain** | | | | | | |
| Colorado | 57 | 211,147 | 432,292 | 48.8 | 132,414 | 62.7 |
| Idaho | 41 | 119,101 | 209,527 | 56.8 | 44,967 | 37.8 |
| Montana | 36 | 123,242 | 202,009 | 61.0 | 44,409 | 36.0 |
| Nevada | 13 | 62,897 | 168,654 | 57.9 | 27,583 | 43.9 |
| Utah | 15 | 63,117 | 133,185 | 47.4 | 30,726 | 48.7 |
| Wyoming | 30 | 111,970 | 147,749 | 75.8 | 51,139 | 45.7 |
| **Pacific** | | | | | | |
| Alaska | 19 | 25,317 | 44,162 | 57.3 | 19,682 | 77.7 |
| California | 280 | 2,628,099 | 4,836,588 | 54.3 | 1,113,812 | 42.4 |
| Hawaii | 12 | 179,692 | 302,689 | 59.4 | 94,499 | 52.6 |
| Oregon | 88 | 285,137 | 600,301 | 47.5 | 121,191 | 42.5 |
| Washington | 108 | 628,659 | 985,588 | 63.8 | 249,090 | 39.6 |
| **Southwest** | | | | | | |
| Arizona | 55 | 126,846 | 191,357 | 66.1 | 48,313 | 38.1 |
| New Mexico | 36 | 166,193 | 289,186 | 57.5 | 75,808 | 45.6 |
| Texas | 319 | 1,400,793 | 2,691,400 | 52.0 | 805,472 | 57.5 |

*Figures are as of 3/82.